



FOR IMMEDIATE RELEASE  
Early Spring 2004

Contact: Tara Erwin  
Travers Collins & Company  
(716) 842-2222 x 112

**CHAPIN INTRODUCES A FRESH CROP OF GARDEN SPRAYERS**  
*Product Line Boasts Innovative Features, New Look*

BATAVIA, N.Y. — After this spring, consumers are never going to look at garden sprayers the same way again.

Chapin is about to revolutionize the garden sprayer business in what is the most dramatic product redesign the 100-year-old industry has ever seen. The company is introducing a new line of garden sprayers that, in addition to offering the latest in cutting-edge technology, boasts a fresh new look that will make all former sprayers seem positively antiquated.

The product line offers many innovative features and characteristics not currently found on garden sprayers and comes as a direct result of years of research by Chapin, both in the yard and in the lab.

“We observed gardeners using spraying equipment in their own homes and saw firsthand some of the challenges they are facing,” said Tim Peloza, Product Marketing Manager for Chapin. “The people we observed found the old-style sprayers difficult to use and sometimes very confusing.”

Sprayers that clogged, handling and mixing of chemicals, hoses tangling and general discomfort and bulk were just some of the nuisances researchers noticed. Consumer concerns included proper handling of chemicals when pouring them into the sprayer, accurately measuring the chemicals, and controlling the amount of liquid that comes out of the sprayer. Chapin concentrated on solving these issues when designing their new line.

-MORE-



700 Ellicott Street • Batavia • New York • 14021-0549 • U.S.A. • 1-800-444-3140 • [www.sprayngo.com](http://www.sprayngo.com)

The Spray 'n Go™ sprayer features the SureSpray™ patented anti-clog filter, and Total Spray Control™, which includes an integral spray shield that gives gardeners the power to choose which plants receive the spray and which do not. There is an ergonomically designed spray handle to lessen strain on the hand and lower arm, as well as a nozzle that can be quickly adjusted to two different positions for a cone or stream spray. The nozzle is designed within the concept of Chapin's new Clean 'n Easy™ system to keep the sprayed chemicals off your hands. The new sprayer also has a large four-inch opening in the translucent bottle for no mess in filling, mixing, and cleaning.

In addition to the customer-focused features, Chapin's Pelozo predicts gardening enthusiasts will be impressed by the sprayers' unique new design. "Today's gardeners demand tools that are as good looking as they are functional. So we completely overhauled the entire look," he said. "This is the first time that cutting-edge industrial design concepts have been applied to lawn and garden sprayers. They are sleek, attractive and modern. We believe that we have defined a new industry standard."

The new product line will be available throughout the country in top lawn and garden stores as well as regional retailers and local nurseries in time for the 2004 gardening season. The suggested retail prices for the Spray 'n Go models range from \$19.99 to \$29.99 and are available in one- and two-gallon capacities.

Chapin is a family owned New York-based company that has been selling sprayers designed for a multitude of household and industrial uses since 1884.

# # #